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## Say Bye to Dry with Lisap Top Care Hydra Care for Perfectly Hydrated Hair

Montreal, Quebec. Spring 2017. Lisap introduces Top Care Repair, a comprehensive new range of environmentally-friendly, professional hair care treatments. Top Care Hydra Care, part of the collection, is totally free of artificial colourings, sulphate and parabens and restores beauty and shine to the hair by providing hydration and body.

Hydra Care was created for hair that is frequently shampooed and weakened by the over use of blow dryers and hair straighteners. It leaves hair feeling light and makes it easier to blow dry, style and comb. Its formula is enriched with Papyrus Extract, Ceramide A2, Hydra Care Complex and the perfect balance of nutrients to ensure the hair is intensely nourished and exceptionally soft.



**Hydra Care Complex:** A natural complex formulated to seal raised hair cuticles that have been damaged by repeated destructive treatments. Also contains quaternised Keratin that attaches directly to natural Keratin in the hair creating a noticeable conditioning and detangling effect.

**Papyrus:** Extracted from the stem of the Cyperus papyrus, it is rich in minerals, sugar and hydrating agents. It has a re-mineralising and revitalising effect on damaged and weakened hair fibres.

**Wakame:** Japanese seaweed extract rich in vitamins and minerals that protects the integrity of the hair structure and combats hair stress. It has hydrating, softening and re-mineralising properties.

**Ceramide A2:** Strengthens and restores cellular cohesion to maximise the hair structure, leaving it stronger and more vibrant.

“Lisap Hydra Care from the Top Care Hair Repair collection is designed for dry, damaged hair resulting from demanding lifestyles, environmental pollution and the use of certain haircare products,” said Robert Baggio, vice-president Lisap Canada.



As always, Lisap products are a must for keeping your hair healthy and don't contain contaminants that can be harmful to you, your hairdresser or the environment. Lisap **Hydra Care Nourishing Shampoo retails for \$13.30, Hydra Care Conditioner retails for \$15.05, Hydra Care Nourishing Cream retails for \$17.50 and the Hydra Care Nourishing Mask retails for \$19.95. Other Top Care Repair collections include Color Care, Chroma Care and Silver Care.** Available in North and West Vancouver, Saskatoon, Toronto, Ottawa, Gatineau, Nepean, Montreal, Quebec City, Sherbrooke, Trois-Rivières, Granby, Grand-Mère and New Brunswick. For a salon near you that carries or uses Lisap products, call 1-800-667-5954 or visit [www.lisap.ca](http://www.lisap.ca) or [www.facebook.com/LisapCanada](https://www.facebook.com/LisapCanada).

Lisap, a family owned business, creates all of its products using the finest and gentlest ingredients in formulations designed to restore the hair's natural balance and beauty. Manufactured in Milan, Italy, Lisap has been offering quality hair care products for almost 60 years and sells to salons in more than 50 countries. All Lisap products are dermatologically tested and have received the seal of approval from the University of Pavia, one of the most renowned universities in Europe. Lisap is one of the few companies that is Quality Certified to the Standard of UNI EN ISO 9001; guaranteeing salon superior quality products.

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CTRL + click photo to launch Lisap Hydra Care video (French)

**Christine Elizabeth Laprade** is a top Quebec beauty influencer and respected authority in the beauty industry who contributes articles to magazines and major publications including Huff Post Quebec and La Presse to name a few. Laprade is a lifestyle and beauty writer, personal stylist, and a fashion enthusiast who is glamorous, incisive and bold with a focus on all that luxury touches, especially in fashion and beauty.



**Edouard Persson** of Salon Doo has worked as a hairstylist in dozens of international cities with such renowned designers as Jean-Paul Gauthier, Yves St. Laurent, John Galliano, Prada, Versace and Gucci. He opened Salon Doo in Montreal in November 2000. "Each customer that comes into the salon is unique," says Edouard. "Each woman has different qualities in their hair that can be worked with to give them their unique look." Salon Doo is located at 346 Victoria Avenue in Westmount, (514) 488-0180.